

Minutes

Board of Directors Meeting
November 13, 2018
Delta Hotels Anaheim Garden Grove
9:30 am to 4:00 pm

In Attendance:

Brianna Moore-Trieu (president), Jessica Luedtke (vice president), Juan Ramirez (past president), Kelly Wahl (secretary), Ryan Cherland (Treasurer), Cinnamon Danube, Erin DeSantis, Kris Krishnan, Deborah Lee, Monica Malhotra, Leeshawn Moore, Nga Phan, Incoming Board Members for 2019: Rosa Belerique, Vikash Lakhani

The meeting was called to order at 9:36 am.

- 1) Welcome to New Board Members
- 2) Minutes:
 - a. Changes to the June and September minutes were offered upon Kelly's inquiry. He noted them and will update the documents accordingly.
 - i. Sponsors – STATA platinum; SAS was gold; Tableau interested
 - ii. Cinnamon moved
 - iii. September (yeas ayes)
 - b. Brianna moved to approve the minutes, and the motion was seconded. The corrected minutes were approved unanimously.
- 3) CAIR 2018 Committee/Tasks – Final Updates
 - a. Program Sessions & International Segment Meeting (Moore-Trieu)
 - i. This week's conference features one hundred sessions – eight concurrent session rooms scheduled at once. The IR 101 program includes five sessions for new people to IR or to the conference. Invited sessions were from WSCUC – regarding sub-change and GRD. Both the ACCJC President and WSCUC President will be presenting. AIR is here presenting on the last day as well. There are two extended workshops. The IPEDS workshop is being held today, too (it is independent of the conference). Posters will be presented on Friday. People liked the summer reading list (Brianna got feedback); it will be a Thursday breakfast table topic.
 - ii. The international expansion committee attempted to get people from Mexico to come to the conference. Unfortunately, nobody will be among us from Mexico this time; however, we have attendees from

China (15) and Japan (2). Our international attendees will have a segment meeting.

- b. Registration Desk Schedule (Moore-Trieu)
 - i. All board members received a copy of the registration desk schedule. Board members were to download the app as well, to swipe in registrants as they arrive. We will troubleshoot any difficulties with our schedule, our process, and the app at lunch today. The schedule will be available at the check-in table.
- c. Meet the Board – Early Bird Reception (Moore-Trieu)
 - i. The reception will be this evening, as an opportunity for those coming in early to be welcomed for a meet and greet.
- d. Local Arrangements (DeSantis)
 - i. Erin provided a strong list – and was grateful for the committee volunteers. To the list has been added a performance/arts center, and local concerts/games/events in the area. Also added were shopping outlets and shopping centers. The decision was to post specific things attendees wouldn't otherwise have on their radar. A lot is on the app. Chapman University also has some events that are listed. Brianna had already put the Downtown Disney on the website.
- e. Registration Update (Danube)
 - i. 402 registrants! We still expect to get additional registrants at the last minute.
 - ii. An institution had to withdraw from the conference. The board discussed whether there any rules for refunds past the deadline. We considered adding language about disasters to our official policy, allowing for: "Approval of refunds after the deadline for people who are affected by disasters or are experiencing unexpected school closure because of extenuating circumstances." Jessica moved to add this language to the refunds policy, and the motion was seconded. It passed unanimously.
- f. Sponsorships (Luedtke)
 - i. Jessica listed the sponsors and their level of support (see the program for details). Sponsorship for part of our food for the Karaoke event came from i3, above and beyond their silver sponsorship. Sponsors received the attendees list with the rules for contact. The board received a record-setting amount of sponsorship funds from 16 sponsors. Swag: ShareQuest is still the game for sponsorship contact. Three sponsors must be asked the questions, and participants must fill in each of the sections. Hours are set for this activity. One swag prize will be awarded per person until Friday, when they can do a second sheet for the other prize. Swag is 100 coffee cups (to-go) with the CAIR logo and 50 bluetooth speakers. Papers can be handed out at

registration to people wanting to participate. Submissions should be completed with substantial answers.

- g. Conference Mobil App (Moore)
 - i. The app was created in Attendify for 2018. The session evaluation survey is at LaVerne now, and it has CAIR branding on it. An Apple Developer account was needed for all Apple apps, which is what our Attendify app is. We had an issue with our DUNS number (it wasn't accepted as non-profit). We need to have a dedicated device. (Ryan Hoadwonic gave us a device for this year.)
 - ii. We saved money with going non-branded with Attendify (around \$1,000). Gamefication is possible. Deborah added a video for training people how to download the app (it's on the website). Several administrators can be possible with Eventbrite.
 - iii. It would have cost us an extra \$1,000 for CAIR branding. We could buy an iPad for check-in and another one for the swipe-in registration processing app. The expense for these purchases might run \$600 for two iPads (\$300 per at Costco). We need to work out our Apple id as being our organization's and not an individual's. Ryan had to work hard to make this work through Apple. If we start off fresh with our own iPad and set everything up this way, we can go forward without issues in the future.
 - 1. Leeshawn moved that we purchase the iPads, and the motion was seconded. It was unanimously approved.
 - iv. Lots of gratitude for everyone who worked on the App – Leeshawn, Deborah, Kris, and Ryan. Former board member Paula Krist was very helpful in answering questions.
 - v. Facilitators are arranged late in our conference planning timeline, so they aren't in the app now. We could consider adding their names to the app next year; however, if we don't have them in the app, that's understandable.
- h. Social Media & CAIR Gamefication (Lee)
 - i. Update on social media analytics – Facebook audience has remained the same in demographics.
 - ii. We have a Twitter account.
 - iii. Deborah reviewed her posts on social media in advance of the conference and played her movie explaining how to download the app.
 - iv. Gamefication is in progress – it should peak when we start having attendees arrive.
 - v. We are encouraged to take pictures and engage with users.
 - vi. Attendify app can engage with sponsors and introduce speakers, etc.

- vii. The highest earner of points will win a prize -- \$100 Amazon gift card. A physical card will be awarded, and the winner must be present to win.
 - viii. Interaction with our posts qualifies the posts for newsfeeds on Facebook.
 - ix. CAIR website should have the app download instructions movie, too.
 - x. The photobooth is here. Avalon 1 is our storage room. We'll set the booth up on Wednesday for the president's reception. We will be able to ship it to future conferences. Deborah will ship it to the next conference (in a new box).
 - i. Session Facilitators & Evaluations (Krishnan)
 - i. A few weeks ago, we had 50 volunteers for facilitators (from the registration process). Currently most volunteers facilitate two sessions. Some have one session. There were some last-minute back-outs for Friday. Kris is making plans to cover these slots.
 - ii. Presentations did not receive many evaluations last year, given how few facilitators were available to remind session attendees to complete evaluations.
 - j. Conference Program Construction (Krishnan)
 - i. The conversation starts early in the year – there is extensive coordination between the app and the conference program document. A couple of print programs will be on the registration desk. It is available as a PDF on the web.
 - k. CAIR Historical Exhibit (Phan)
 - i. Nga shared a nice presentation of our organization's history – past conferences, etc.
 - l. Listserv Announcements (Wahl)
 - i. Recent problems with the listserv were that posts were not being acknowledged for some people. There have been technical issues with the listserv behind the scenes, plus a technical change that makes some recipient servers treat email messages from the listserv as junk. We've gone back and forth on examples of messages not being posted, and the troubleshooting has led to it seeming to be a local issue.
 - ii. Secretary@cair.org can be our account – we'll need to switch over to this account from Kelly's account.
 - iii. In January we will need to talk to our listserv administrator and also discuss options for other services that would be in the board's direct control.
 - iv. Our LinkedIn group should be added to our social media presence (it seems to have gone into a lapse).
- 4) Non-Conference Committee Updates
- a. Board Dashboard Updates (DeSantis)

- i. The dashboard is hosted on the shared drive – it shows the expenses of the conference and our financials (an overview). The dashboard allows for selections and trends.
- b. Website Updates/Options (Ramirez & Malhotra)
 - i. The board reviewed a lovely mock-up webpage (from Monica) a couple of months ago. It looks more modern than what we have right now, and it would be easier to maintain. To make this happen, what do we need to do? Limitations we currently have stem from our hosting plan. Our package has maintenance included, which it causes us to lose full control and access to our website. We can't do basic things related to the menus, for example. We have to go through the company itself to get things done. We've run into issues in the past when we were unable to make changes for ourselves. The company said that we would have to move to another plan to have more control. By doing that we would lose maintenance – it would be “do it yourself” hosting. But we would have ability to change the whole thing. This comes with some concerns. We pay \$150 per month for web right now. To migrate to full control, we would pay \$15 per month. But we wouldn't have any maintenance with it. If we had issues, they would be outside our contract. We could ask for their help, and Juan asked them about that. If we were to switchover, we could have their help for three days if we wanted to switch back. For one hour per month, we would pay \$300 for the year. We could also go a la carte. \$99 per hour would be the fee for assistance. Juan asked if we moved over, what else should be looking toward? If we went to do it yourself, we should sign up for an SSL. It would be \$20 per year. Encryption would come with that. After 30 days we could move back to what we had before without penalty. Conversation ensued about our options. We advanced to our current arrangement to have more support; however, we're finding we now have more technical sophistication among us to administer it ourselves. Switching would improve our mobile website potentially.
 - ii. Trade-offs would be that with WordPress, people could pick it up easily. We want to stay with webhosting but structure the site knowing our needs and include the ability to do our own updates. We should work with a different package (that's our recommendation). Monica will call them for the details of the situation and report back in January; she is considering other options as well.
- c. Resources Webpage (Malhotra)
 - i. There are now resources links on the website.
 - ii. Documenting steps of committee work is important. There's a committee list worksheet file where documentation can be added.

For continuity – before and up to January – creating documentation is very important. Add things to the timeline now (the big things), and then if there are specific details for certain aspects, put a Word document in there (or a manual) for someone coming in. In January, after transitions, you can go directly to that documentation. Some committees have more documentation than others.

d. CAIR Series (Moore-Trieu)

- i. Written publication from CAIR – we could accept submissions and publish the work. The past presidents group considered this proposal – Brianna distributed an FAQ about the idea. The proposal is that the past president would be responsible for this each year. A rubric from AIR was proposed for review. We want to encourage people as a stepping stone to a later journal article – shorter and more digestible for non-academic audiences – with the stipulation that the submitters are a presenter at CAIR. We would consider revisions. We are currently receiving more proposals than in the past. Next year we will have fewer rooms, which creates a greater space accommodation issue compared to this year. Having selection processes for presentations as well as these publications will be important. Work involved could become an issue; however, the past presidents were interested in doing this. We plan to move forward with this for next year. Ballroom slides will mention this.

e. WASC-ARC SIG (Moore-Trieu & Lee)

- i. We had a presence at the WSCUC ARC this year, which included our SIG and table (where we had the photobooth). The SIG and table were popular. Since we are at each other's conferences (the ARC and CAIR) a lot, we formalized that CAIR will offer two sessions to WSCUC, and we will offer them an exhibitor table (for office hours, etc.), and we will have the same thing at their conference. We had the SIG session in 2018, and they would like us to have a second session. We also had a table there this year – it was a big success. And good visibility for CAIR. We recommend continuing this partnership with WSCUC at the president's discretion to renew the relationship. The goal of our connection helps break down barriers between IR and accreditation on campuses. Marketing materials at our table would help us make a professional impression. The materials needed – small banners, for example – would help with exposure at other events and conferences.

5) Treasurer's Report (Cherland)

a. Finances

- i. Brief report – Ryan distributed it. We have bills and income occurring right now, which are related to the conference. As of yesterday, balances reported plus an estimate of remainder of conference

charges – estimated balance by end of November – were: \$112K.
Next year deposits are being paid, too.

- ii. Monica and Jessica will talk in January about the possibility of paid pre-conference workshops.
- iii. Leeshawn shared with Ryan plans to purchase the two iPads, which the board discussed earlier – and Ryan was on board. Deborah will purchase them and be reimbursed, bringing them to the January meeting. She'll make sure there is a long cord for the registration desk and cases/covers.

6) Other Administrative Items

a. Casting Unanimous Ballots (Moore-Trieu)

- i. In the future, if someone on the board is being considered for a position, they should be off-line for the voting (if the discussion is during a phone meeting). Also, the president could request for an issue to be voted by unanimous consent if there are no objections (she/he wouldn't need ask for votes with ayes and nays in such a case). The language to request this action would be: "I would like to propose a unanimous ballot for..." The incoming president could use this for meetings on an ongoing basis. The president can call for motions, and when multiple perspectives exist, can have voting – otherwise, make it a unanimous consent vote. This will save time.

7) CAIR 2019 (Luedtke) – Seaside Embassy Suites. The theme will be student centered. Jessica will contact us for feedback. Some committees for next year might be led by the same people, because of experience. We'll have shadows for some of the leads, for continuity, given the turnover on the board that will happen next year. Some folks have volunteered to continue already. Board members are to contact Jessica about this, too.

8) CAIR 2020 Site Selection (Danube)

- a. We are working with company to find our site for 2020. We're hoping to have eight concurrent rooms, which might focus the list. November 4-6 or 18-20 are our possible dates. Site visits will be early January. Jessica will share a rubric they used for 2019 selection.

9) Badges & Drink Tickets (Wahl)

- a. We'll stuff drink tickets into the sleeves at the end of our meeting today.

10) Next Meeting (Luedtke): January – will be in San Diego – either 1/31 or 2/1 (once the poll results are in, Jessica will announce which day and provide the location details as they become available).

Kelly moved to adjourn, and the motion was seconded. It unanimously passed. The meeting adjourned at 3:01 pm.